

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Jain et al.

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For: A METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT
FOR DYNAMIC MARKETING

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 09-0441.

Respectfully submitted,



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9-30-2003
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EXAMINERS SIGNATURE		DATE CONSIDERED	
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Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT		Complete if Known	
		Application Number	
		Filing Date	
		First Named Inventor	Vivek Jain
		Group Art Unit	
Examiner Name			
Sheet	2	of	2
		Attorney Docket No	JP9-2003-0093

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No	Include name of Author (in CAPITALS), title of the article, title of the item (book, magazine, journal, serial, symposium, magazine, etc.), date, page(s), volume-issue number(s) and publisher.	T
		EDWIN PEDNAULT, NAOKI ABE, BIANCA ZADROZNY, HAIXUM WANG, WEI FAN, AND C. APTE , "Sequential cost sensitive decision making with reinforcement learning", in KDD 2002.	

EXAMINERS SIGNATURE		DATE CONSIDERED	
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